

AUTOMOTIVE

Jaguar leverages VR to extend audience for electric concept

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Image courtesy of Jaguar

By STAFF REPORTS

British automaker Jaguar took a fittingly high-tech approach to give consumers a first look at its debut electric vehicle.

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Before the brand's I-Pace Concept premieres at the Los Angeles Auto Show on Nov. 16, Jaguar hosted a live, connected virtual reality experience in both London and Los Angeles. With only one physical concept car created, this initiative enabled Jaguar to share its reveal with a larger audience in multiple markets.

First look

According to Jaguar, this was the largest live and connected VR experience ever presented, reaching more than 300 guests over the course of a day.

Jaguar's VR hubs used HTC Vive Business Edition headsets powered by Dell Precision workstations. Through this technology, the attendees were transported into a virtual cockpit, complete with projections of Jaguar director of design Ian Callum and vehicle line director Ian Hoban, the creators of the concept model.



Jaguar I-Pace virtual reality

Footage directed by Alexander Horton included a point of view from one of the car's seats as well as a shot from

outside the I-Pace as the vehicle zooms across a desert. Other scenes found the viewer at Venice Beach in California, as the car is assembled around them or showed the I-Pace descending from outer space.

While in the experience, guests could interact with each other, creating a social component.



Jaguar's VR experience

Extending the virtual reality look beyond the VIP guests such as Miranda Kerr, Michelle Rodriguez and James Corden, Jaguar's experience is available on Vive Port via a dedicated, free application.

"The I-Pace Concept represents the next generation of electric vehicle design," Mr. Callum said. "It's a dramatic, future-facing cab-forward design with a beautiful interior - the product of authentic Jaguar DNA, electric technology and contemporary craftsmanship.

"Our virtual reality reveal today has pushed technology boundaries as well, and captures the hi-tech essence of the concept car," he said. "We only have one concept car and it is in LA for the reveal. For the first time, VR has allowed us to share it across the globe in the most immersive way possible."

Jaguar's I-Pace is slated to hit the market in 2018.

Virtual reality enables brands to communicate with consumers, regardless of their physical location.

For instance, department store chain Saks Fifth Avenue wandered through a secret garden with the help of 360-degree virtual reality video.

Created in support of its 2016 Glam Gardens in-store and digital experience, the virtual reality video was intended to introduce consumers unable to attend the physical aspects of the initiative to the beauty brands offered by Saks. Marketers have begun implementing virtual reality aspects into campaigns to turn flat, 2-D experiences into something much more immersive for consumers to enjoy and interact with ([see story](#)).